

5 KEYS

to transforming into an experience-led organization



Spark

High visibility

High momentum



Focus

Start small

Scale quickly

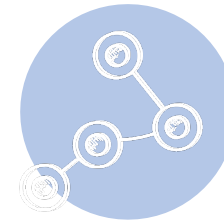


People

Identify

Empower

Engage



Process

Borrow

Iterate



Stories

Heart strings

Purse strings